

State Coastal Conservancy

Big Sur Coastal Trail Master Plan

May 31, 2007



Image(s) courtesy of Pelican Network

May 31, 2007

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State Coastal Conservancy
1330 Broadway, Suite 1300
Oakland, CA 94612
Attn. Trish Chapman

Re: Big Sur Coastal Trail Master Plan

Dear Ms. Chapman:

The California Coastal Trail is a dream that is coming true, and for us at RRM Design Group we consider the Big Sur Coastal Trail Master Plan to be a once in a lifetime project. Our trail planners have had the good fortune to plan and design over 100 trail projects, including several sections of the Coastal Trail in Morro Bay, Pismo Beach, Ventura, Pacifica, Venice Beach, as well as other communities. We have also been instrumental in the early planning of the San Simeon Coast on the Hearst Ranch. I personally walked every beach and potential trail alignment from San Simeon Acres to Ragged Point, with both 2003 Coast Walk participants and technical advisors. But the Big Sur Coast is unmatched in beauty, complexity, and challenges.

Recently, our company leadership held a retreat at the Big Sur Lodge and we had the opportunity to meet some local folks that are passionate about the Coastal Trail and their desire to participate in the process. Our firm has specialized experience in outreach efforts to community groups. RRM has a reputation within the Coastal Conservancy, Coastal Commission, State Parks and other Big Sur stakeholders for resolving difficult local, special interest, and regulatory conflicts. Our experience with the Avila Beach clean-up and reconstruction, and the Venice Beach renovation are examples of my work with controversial and emotional planning issues that have similarities to the conflicts that may arise in Big Sur. We are currently facilitating steering committees for conservation organizations and communities near the Santa Monica Mountains National Park, and a citizen based group in Oceanside.

RRM is a large enough company (160 professionals) to take on this demanding project, and small enough to provide the attention and care the Big Sur Coastal Trail deserves. We have a project team that is absolutely excited about this unique opportunity, and we back our enthusiasm with a track record for completing projects. We will provide equal attention to client service, listening to the community, creative response to trail alignment challenges, and staying on schedule and budget.

The RRM team for the project is entirely an in-house operation with planning, landscape architecture, interpretive planning and coastal land use planning. We have supplemented the team with Caltrans expertise provided by David Grannis, who is well known within District 5, and Rincon Consultants for Biology. Rincon and RRM have worked together on trail projects for over 12 years.

It is my sincere hope, that we will be considered for this very important role. If selected, we will not disappoint the Conservancy, the Big Sur Community, or stakeholders. If you have any questions, I will be your contact. Please do not hesitate to call. I look forward to the opportunity to further discuss our passion for this project.

Sincerely,
RRM Design Group



Jeff Ferber, ASLA
Principal

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Project Approach

Introduction

One trail, many experiences is a succinct way to describe the ambition, complexity and the unique nature of the California Coastal Trail. Whether one is cycling along a bike path or one of Southern California's wide beaches, or walking on a boardwalk in Morro Bay, getting out of our cars and enjoying the beauty of the coast and the wonder of the ocean is possible only with the provision of protected public access. The Big Sur Coast offers unparalleled scenery and equally challenging geography. Preparing a Master Plan built on the foundation of the preceding planning, conservation and stewardship efforts will require vision, organization, human resources, technical skills, and an ability to resolve the planning issues while building consensus among stakeholders. With over **100 trail** and planning projects in our history, the RRM Design Group (RRM) team understands from experience how to plan and implement an interconnected trail system, in effect **one trail, many solutions**.

Planning Issues

The task at hand is not easy, but the path to success is straight forward. The Master Plan must be based on realistic and workable design criteria, and result in trail alignments that are practical, yet worthy of the awesome context. The plan has to address the near term as well as the desirable long term vision of the trail. The spectacular geography and topography create opportunities for exceptional routes and destinations, while providing difficult design challenges. There may be bridges, boardwalks, dirt paths, paved shoulders, overlooks, steps, and ramps. The RRM team has planned and engineered each of the conditions and solutions that will be required to make this 75 miles of trail a reality. The action plan must outline responsibilities and implementation projects that have the support and commitment of agencies represented on the Steering Committee. Our team must keep sight of the overall goal of planning the trail and not get too focused on site details that threaten to bog down the schedule and consume time and funding resources. Overlapping and

multiple policy documents must be considered and consulted for consistency. RRM has worked with the Coastal Conservancy, Coastal Commission and State Parks for years and we will carefully coordinate each of the agency requirements. Most importantly, the Master Plan must have the strong support of local residents, business owners and coastal trail enthusiasts.

Steering Committee and Public Outreach

Your consulting team must have considerable skills in communication, organization, and consensus building. The project leader must pull together the views and concerns of more than 10 committee members representing their own agency or group. The RRM approach is to **listen and lead**. We will understand the expectations of each committee member and always have a purpose, schedule, and stated outcome for each steering committee meeting. It will be our responsibility to move the master plan effort forward with each interaction.

Public interest will likely fall into two distinct camps, those with a passion to see the Coastal Trail completed, and those concerned that the Trail will create negative consequences. RRM's philosophy is to work with a coalition of public members that include both of these potentially divergent positions. We propose to operate in a **transparent and available** manner that removes the "us versus them" posture from the project.

We will successfully build a consensus where the Steering Committee and area residents are an integral part of the process and team, leading them to take **ownership of the vision** to complete the Trail. Working within a team atmosphere, we will sincerely listen to concerns and work with locals to convey the benefits and consequences of any action. There can be no predetermined trail routes, standards, or outcomes without first allowing folks to express their views.

Project Approach

Exhibits and maps must be understandable for the public. During the Hearst project, RRM produced approximately 300 maps addressing sensitive resources, trail routes, and a host of issues for use by agencies during the public meetings and negotiations of the easement. We have assigned the same senior mapping expert to supervise the exhibits for your project.

Project Management

RRM Design Group is committed to assigning a Principal and owner of the company to lead our project team in a meaningful way as the Project Manager and Point of Contact. Jeff Ferber will be available to the Coastal Conservancy Project Manager and Steering Committee on a continual basis for the duration of the project.

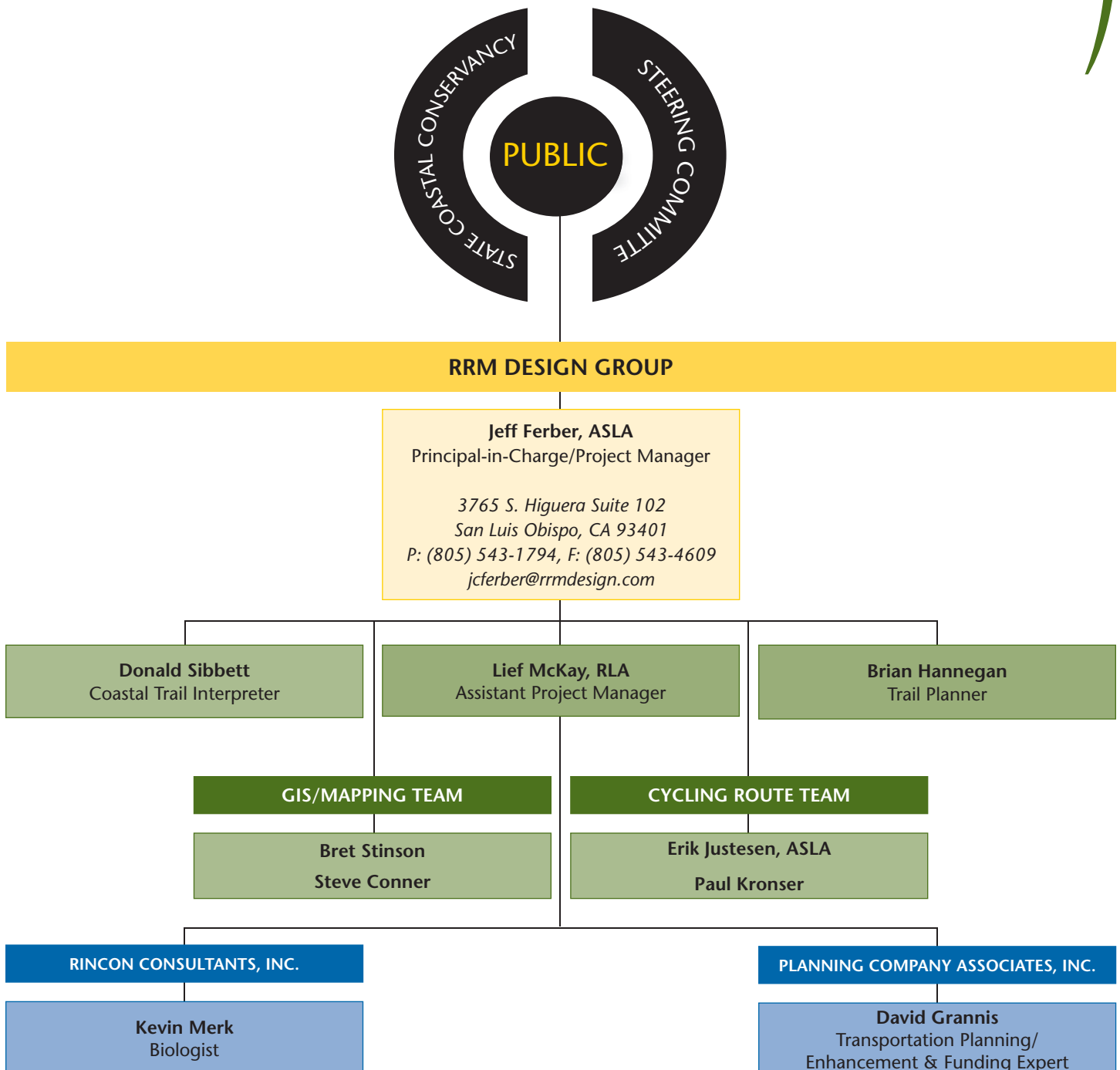
Project Team

RRM Design Group is offering a team experienced and well suited to the Big Sur Coastal Trail project. The team is balanced with expertise in community facilitation, trail planning and design, coastal land use planning, mapping, interpretive planning, engineering, and road cycling. The specialized roles and experience of each team member is outlined in the following section of the proposal. The two members of our Cycling Route Team know the dangers of the road portion of the trail and will analyze the opportunities and constraints while riding the 75 miles in the saddle. The lead trail planner will bring technical knowledge from trail construction in Colorado and California, and explore routes with the help of local guidance and input. The interpretive planner will bring to life the stories and historical sites and events that enrich the experience of the visitor, by creating a framework for an interpretive master plan. Our transportation expert will provide valuable experience interfacing with Caltrans. With these divers and accomplished professionals, the RRM team will execute the project on time and within budget.



Image courtesy of Pelican Network





Project Team

Jeff Ferber, Principal-in-Charge/ Project Manager

Jeff will serve as the Principal-in-Charge and Project Manager for the Big Sur Coastal Trail Master Plan. He will be responsible for the day to day contact with the Coastal Conservancy Project Manager and the quality performance of the RRM team. Jeff will be the lead facilitator of the Steering Committee meetings and all public outreach efforts. He will oversee all work products and deliverables, and serve as the editor of the Master Plan document. He will be assisted primarily by the Assistant Project Manager and Trail Planner.

Lief McKay, Assistant Project Manager

Lief will assist Jeff on all aspects of the Big Sur project. He will participate in all Steering Committee meetings and public outreach efforts as well as acting as a lead on trail planning tasks. Lief will be responsible for initial data review and production of the opportunities and constraints mapping. He will also record all direction from the Steering Committee and will provide the monthly status reports to the Coastal Conservancy.

Brian Hannegan, Trail Planner

Brian will be a primary contributor to the Master Plan document. He will be the lead in the investigation of alternative trail routes and the development of design criteria for the Coastal Trail in Big Sur. He will call on his 9 years of trail planning experience for Boulder County in Colorado, while investigating the pedestrian segments of the trail in the difficult Big Sur terrain.

Donald Sibbett, Coastal Trail Interpreter

Donald's role is linking the significant scenic, historical and natural features to the visitor's experience. He will be working closely with the trail planners to ensure that the rich history of the Big Sur area is integrated into trail alignments. Donald will use his expertise as a story teller during the development of the trail planning guidelines and alternative routes.

Bret Stinson & Steve Conner, GIS/ Mapping Team

Bret will be responsible for the mapping constraints analysis and trail alignments. He will be working in concert with Steve, RRM's GIS specialist, to develop the ArcGIS geodatabase. This team will coordinate directly with agency staff regarding acquisition and use of existing data. They will manage the data files and provide for accurate delivery of the final digital work product to the Coastal Conservancy.

Erik Justesen & Paul Kronser, Cycling Route Team

Erik and Paul will be responsible for the Highway 1 bicycle improvement opportunity analysis. They will be reviewing the route (on a bike) for off-highway opportunities as well as analyzing the road shoulder from the perspective of the touring cyclist. Erik, a planner and landscape architect, is an accomplished touring cyclist with a detailed knowledge of the Big Sur Coast. He has ridden the route as recently as April 2007. Paul was a member of the 2006 United States under 23 National Cycling Team.

David Grannis, Transportation Planning/ Enhancement & Funding Expert

David will advise RRM on issues related to funding and enhancement of Highway 1 for the continuous alignment of the Coastal Trail for cyclists. His firm, Planning Company Associates, Inc., will work closely with Caltrans and RRM during discussions on the feasibility of a widened shoulder in various segments. They have a long history of developing successful strategic plans and funding for transportation projects, including the Hearst Ranch conservation easement where several sections of Highway 1 will be relocated to protect the corridor from erosion.

Kevin Merk, Biologist

Kevin will advise RRM on issues related to sensitive habitat conflicts with potential alignments. Using existing data, Kevin and his firm, Rincon Consultants, will interface with trail planners and landscape architects to maximize the alignments response to the presence of sensitive plant and animal communities.

Related Project Experience

RRM Design Group's experience related to trail planning, trail design, meeting facilitation, and coastal planning is a comprehensive background of projects that are directly relevant to the Big Sur Coastal Trail Master Plan. We were an active participant for over two years in the planning effort to conserve the San Simeon coast and Hearst Ranch. In that period we worked with a collection of agencies and citizens that closely reflect the work required for the Big Sur project. We have facilitated up to 20-person steering committees and focus groups on open space and trail projects in Los Angeles, Venice, Oceanside, Malibu, Cambria, Simi Valley, and communities adjacent the Santa Monica Mountains. RRM's public outreach efforts include successful resolution of controversial coastal projects such as the re-building of Avila Beach oceanfront, Venice Beach oceanfront walk, Surfer's Point managed retreat and coastal trail in Ventura.

On the following page, an exhibit illustrates the locations of coastal trail planning efforts. These projects represent the full range of design, construction, funding, and coastal policy skills necessary to complete segments of the California Coastal Trail. Our experience includes projects that relate directly to the three expected alignments: a) continuous pedestrian, b) segments to areas of interest and c) alignment for cyclists. Below is an abbreviated list of RRM's related experience. the highlighted items are described fully with references on the following pages.



Image courtesy of Pelican Network



1. Hearst Ranch Conservation Easement and Coastal Trail Plan
San Luis Obispo County, CA
2. Venice Beach Oceanfront Walk
Venice Beach, CA
3. East West Ranch Public Access and Resource Management Plan
Cambria, CA
4. Port San Luis Master Plan
Avila Beach, CA
5. San Buenaventura State Beach Facilities
Ventura, CA
6. Surfer's Point
Ventura, CA
7. Avila Beach Front Street Enhancement Plan
Avila Beach, CA
8. Fort Bragg Pomo Bluffs Park
Fort Bragg, CA
9. Morro Bay Harborwalk
Morro Bay, CA
10. Morro Dunes Trails at The Cloisters
Morro Bay, CA
11. Pacifica State Beach Restoration Plan
Pacifica, CA
12. Pismo Beach Promenade
Pismo Beach, CA
13. Point Arena Community Park and Trail System
Point Arena, CA
14. Potrero Canyon Coastal Access and Interpretive Trail
Los Angeles, CA

Related Project Experience & References

Coastal Trails

Hearst Ranch Conservation Easement and Coastal Trail Plan, San Luis Obispo County, CA

RRM Design Group was the lead planner, trail consultant and mapping specialist for the 80,000 acre Hearst Ranch conservation effort. For this project, RRM assisted the Hearst Corporation with a significant conservation transaction involving the acquisition by the State of California of 14 miles of coastline, and a conservation easement limiting the developability of the remaining acreage. RRM worked closely with biological and agricultural interests to explore multiple alignments for the California Coastal Trail trailheads and vertical access points. Our team coordinated with Coastal Conservancy staff (Steve Horn) and the American Land Conservancy to negotiate and plan for the management of resources. RRM's master design consultation, GIS mapping, technical team coordination, trail planning, public information presentation (slides, projections, brochures, and display boards explaining the ranch's history, proposed resort facilities, and unique relationship with the surrounding communities), and entitlement advising and processing were instrumental in understanding the sensitivities and natural processes at work on the Hearst Ranch. These services facilitated the acquisition by a number of state agencies for nearly \$100 million that would open up a significant stretch of coastal lands to trails and public access.

Reference: Kara Blakeslee, Board of Directors Member
American Land Conservancy
Phone: (805) 543-4366, Email: mcepkas@hearst.com

Santa Paula Branch Line Recreation Trail, Ventura County, CA

RRM Design Group prepared a Master Plan for a 32 mile multi-use recreational trail within the Southern Pacific Railroad right-of-way purchased by the Ventura County Transportation Commission. Located between San Buenaventura and Santa Clarita, the trail traverses the Santa Clara River valley agricultural floor and connects with regional bike systems. Hired to find planning solutions with public involvement, RRM also resolved engineering issues and provided base mapping (topographic mapping, title research, and boundary surveys) of the entire trail. The project resolved land use compatibility between agriculture and trail users; emphasized tourism/recreation while respecting railway operations and filming activities; and incorporated historical design elements and interpretative markers. RRM coordinated with the County of Ventura to prepare plans, specifications, and probable costs for the first phase of trail implementation.

Reference: Christopher Stephens, Planning Director
Ventura County Resource Management Agency, Planning Division
Phone: (805) 654-2481, Email: chris.stephens@mail.co.ventura.ca



"The Ventura County Transportation Commission retained the services of RRM Design Group to prepare a Master Plan for a thirty-two mile recreational trail along an active corridor... the result is a Master Plan which reflects a clear understanding of the needs of the community and the concerns of affected property owners and other stakeholders."

*~Christopher Stephens, Deputy Director
Ventura County Transportation Commission*

Related Project Experience & References

Coastal Trails

East West Ranch Public Access and Resource Management Plan, Cambria, CA

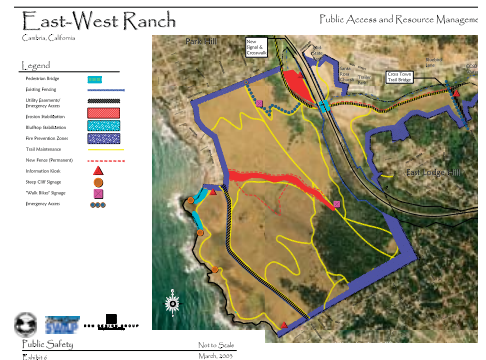
Using a rigorous public workshop and hearing process, RRM Design Group prepared the Constraints Analysis and completed the Public Access and Resource Management Plan funded by the Coastal Conservancy for the East West Ranch in Cambria. The Plan, adopted by the District Board in 2003, focuses on restoration of habitat types (a creek riparian corridor, seasonal wetlands, Cambria Pine forests, mixed Oak/Toyon woodlands, grasslands, coastal scrub, coastal bluffs, tidelands, and non-native plant communities) and protection of habitats known for special status species (the Southern Steelhead Trout, the Southwestern Pond Turtle, the California Red-legged Frog, and the Tidewater Goby). Restoration efforts also included creek bank stabilization; removal of cattle-grazing from sensitive areas; hand/mechanical removal of non-native plants; bluff-top stabilization with native plantings; and reconstruction and stabilization of an erosion gulley. Increased public access and resource enhancements included trail development, a community park, stream bank stabilization and habitat restoration, fire hazard reduction, and realignment of water and sewer utilities lines. RRM provided vital coastal permitting.

Reference: Prentice Williams, Project Manager
State Coastal Conservancy

Port San Luis Master Plan, Avila Beach, CA

With a series of Coastal Conservancy grants, RRM Design Group assisted the Port of San Luis and the community of Avila Beach in preparing the Port Master Plan for the Port San Luis Harbor District. RRM provided a facilities needs assessment, a focused user survey, public workshops, a coastal access and implementation plan (with a new policy chapter inserted into the Local Coastal Plan), and schematic design with an evaluation of existing resources and services on the heavily used commercial fishing pier, Harford Pier. RRM also devised the Pier and landing area plan, satisfying State and County mandates that require the Harbor District to evaluate its resources and demonstrate adequate services and parking availability for high-priority coastal dependent uses. The Plan was approved by the Coastal Commission in November 2006.

Reference: Kirk Sturm, Interim Harbor Master
Port San Luis Harbor District
Phone: (805) 595-5400, Email: kirks@portsanluis.com



Related Project Experience & References

Coastal Trails

San Buenaventura State Beach Facilities, Ventura, CA

After engaging the Channel Coast District staff, the City of Ventura staff, and local residents in public workshops, RRM Design Group renovated the 40 year old facilities at San Buenaventura State Beach for the California Department of Parks and Recreation. Funded by Assembly member Hanna Beth Jackson and her determination to address deferred maintenance and key facilities renovations issues, the redesign included renovation and realignment of the Coastal Trail, extraordinary improvements to the restroom and beach shower areas, the entrance, the day-use areas, the group picnic areas, and the on-site parking area. The project also advanced circulation (pedestrian, bicycle, and vehicle) and preserved sensitive dune areas.

Reference: Rich Rojas, District Superintendent

California Department of Parks and Recreation, Channel Coast District
Phone: (805) 505-1847, Email: rroja@parks.ca.gov

Surfer's Point, Ventura, CA

The City of Ventura hired RRM Design Group to prepare design development and construction drawings for the Managed Shoreline Retreat of Surfer's Point. Damaged by El Nino storms of 1999, Surfer's Point required years of collaboration, hard work, and negotiation between several area stakeholders, state agencies, and local agencies to become a great catalyst for restoration, roadway, and bike path improvements in its application of the coastal retreat philosophy. Requiring extensive background mapping including aerial control survey, boundary survey, and supplemental topographic mapping, the project sought to move an existing bike path and parking lot inland (approximately 60') and restore cobble and sand beach/dunes seaward of the reconfigured improvements. A balance between restoration of natural conditions and recreational needs (with due consideration to institutional realities, sustainability, and the desires of the community), the project maintained access to coastal recreation while improving aesthetic and environmental characteristics via restoration of the back beach with native materials, grading, and planting. The project was approved by the Coastal Commission in November 2006.

Reference: Rick H. Raives, Civil Engineer

City of Ventura
Phone: (805) 654-7870, Email: rraives@ci.ventura.ca.us



"Over the years, State Parks, like many other federal, State and local government agencies have been required to use private sector contractors and consultants based on their willingness to submit a low bid rather than their ability to deliver exceptional service and product. Occasionally, we come across a firm that exceeds our expectations and gives us much more than we ever expected. RRM Design Group, based in San Luis Obispo, CA did that and much more in assisting my District with our San Buenaventura State Beach Facility Improvement Project in 2004."

*~Richard A. Rojas, District Superintendent
California Department of Parks and Recreation
Channel Coast District*

Related Project Experience & References

Public Outreach



El Corazon Community Park, Oceanside, CA

The City of Oceanside retained RRM Design Group to prepare a Park Master Plan and a Land Use Concept Plan and for the 465 acre El Corazon property. RRM facilitated monthly planning sessions with the El Corazon Planning Committee (a 15 member City Council-appointed citizen group) and City staff to cover public outreach, programming, design, financing, and implementation. The Committee was formed in response to a contentious referendum on the use of the property. RRM was able to guide the group through 12 meetings, reaching consensus without taking a single vote. The City Council approved the Master Plan in August 2005.

Reference: Hugh O. La Bounty, Chair, El Corazon Planning Committee
Phone: (760) 433-1625, Email: hughlabounty@cox.net



Venice Beach Oceanfront Walk, Venice Beach, CA

This highly visible master planning project involved an intensive public participation phase to bring consensus to the improvement of the coastal park and boardwalk area. The public outreach process conducted by RRM involved approximately 800 citizens from as many as five or six interest or user groups. The process involved a series of interactive public meetings and workshops, consensus building between highly contentious and polarized groups, camera surveys, newsletters, and written surveys, and working with various community groups and City agencies. A show of hands at the January 15, 2001 grand opening revealed approximately 75% of the community who participated in the workshops were present at the opening, and took great pride in helping to guide the changes within their community.

Reference: Kathleen Chan, Superintendent (Retired)
Department of Recreation and Parks, City of Los Angeles
Phone: (626) 796-8030



Chumash Park Master Plan, Simi Valley, CA

The Rancho Simi Recreation and Park District retained RRM Design Group to facilitate a community based steering committee, and prepare a trail, park and open space master plan for Chumash Park. The ad hoc steering committee was comprised of 10 adjacent neighbors of the property and representatives from other neighborhoods in the area. The committee assisted the District, City, and RRM by providing a sounding board regarding the alignment of trails, park design, and management issues. The neighbors had a strong belief that they could contribute to the stewardship of the park land and trails which are the gateway to trails managed by the Mountains Conservancy in Ventura County. At the conclusion of the process that included four public meetings, the committee made a unanimous recommendation to the District's Board of Directors

Reference: Ed Hayduk, Assistant General Manager,
Rancho Simi Recreation and Park District
Phone: (805) 584-4418

"Thanks to you [Jeff Ferber] and your staff for a wonderful job on the El Corazon project. You can't do any better than a 5-0 vote by the City Council."

*~Hugh O. La Bounty, Chair
El Corazon Planning Committee*

Big Sur Coastal Trail Master Plan			RRM	Jeff Ferber	RRM	Lief McKay	RRM	Brian Hannegan	RRM	Brett Stinson	RRM	Paul Kronser	RRM	Donald Sibbett	RRM	Staff Engineer	Rincon	Kevin Merk	Planning Company	David Grannis
Tasks			Task Totals		Project Manager		Landscape Architect		Trail Designer		GIS / Mapping		Designer / Production		Interpretive Planner		Biologist		Caltrans Expert	
			160	\$ per hour	95	\$ per hour	110	\$ per hour	100	\$ per hour	66	\$ per hour	145	\$ per hour	95	\$ per hour	Lump Sum		Lump Sum	

Fee Schedule

A: Establish Goals and Objectives																				
1	Steering Committee Meeting #1	\$	1,984	6	\$960	8	\$760	0	\$0	0	\$0	4	\$264	0	\$0	0	\$0		\$0	\$0
2	Public Meeting #1	\$	2,628	6	\$960	12	\$1,140	0	\$0	0	\$0	8	\$528	0	\$0	0	\$0		\$0	\$0
Subtotal:		\$	4,612																	

B: Existing Conditions Report																				
1	Prepare Existing Conditions Report	\$	18,856	16	\$2,560	40	\$3,800	0	\$0	40	\$4,000	96	\$6,336	8	\$1,160	0	\$0		\$1,000	\$0
Subtotal:		\$	18,856																	

C: Develop Design Criteria																				
1	Steering Committee Meeting #2	\$	1,984	6	\$960	8	\$760	0	\$0	0	\$0	4	\$264	0	\$0	0	\$0		\$0	\$0
2	Public Meeting #2 *	\$	3,684	6	\$960	12	\$1,140	0	\$0	0	\$0	24	\$1,584	0	\$0	0	\$0		\$0	\$0
3	Draft Design Criteria	\$	12,760	16	\$2,560	24	\$2,280	40	\$4,400	0	\$0	40	\$2,640	0	\$0	4	\$380		\$0	\$500
Subtotal:		\$	18,428																	

D: Opportunities & Constraints Analysis																				
1	Steering Committee Meeting #3	\$	1,984	6	\$960	8	\$760	0	\$0	0	\$0	4	\$264	0	\$0	0	\$0		\$0	\$0
2	Opportunities & Constraints Analysis	\$	19,228	16	\$2,560	40	\$3,800	8	\$880	32	\$3,200	48	\$3,168	12	\$1,740	4	\$380		\$2,000	\$1,500
Subtotal:		\$	21,212																	

E: Define Proposed Trail Alignments																				
1	Steering Committee Meeting #4	\$	1,984	6	\$960	8	\$760	0	\$0	0	\$0	4	\$264	0	\$0	0	\$0		\$0	\$0
2	Define Preliminary Trail Alignment	\$	16,700	8	\$1,280	24	\$2,280	40	\$4,400	16	\$1,600	40	\$2,640	12	\$1,740	8	\$760		\$1,000	\$1,000
3	Public Meeting #3	\$	3,156	6	\$960	12	\$1,140	0	\$0	0	\$0	16	\$1,056	0	\$0	0	\$0		\$0	\$0
4	Final Draft Alignment	\$	11,180	8	\$1,280	24	\$2,280	24	\$2,640	8	\$800	40	\$2,640	8	\$1,160	4	\$380		\$0	\$0
Subtotal:		\$	33,020																	

F: Preliminary Master Plan																				
1	Preliminary Master Plan	\$	15,256	32	\$5,120	40	\$3,800	0	\$0	0	\$0	96	\$6,336	0	\$0	0	\$0		\$0	\$0
Subtotal:		\$	15,256																	

G: Action Plan																				
1	Draft Action Plan	\$	10,444	16	\$2,560	32	\$3,040	8	\$880	0	\$0	24	\$1,584	0	\$0	4	\$380		\$0	\$2,000
2	Steering Committee Meeting #5	\$	1,984	6	\$960	8	\$760	0	\$0	0	\$0	4	\$264	0	\$0	0	\$0		\$0	\$0
3	Public Meeting #4 *	\$	4,212	6	\$960	12	\$1,140	0	\$0	0	\$0	32	\$2,112	0	\$0	0	\$0		\$0	\$0
4	Final Action Plan	\$	6,024	8	\$1,280	24	\$2,280	8	\$880	0	\$0	24	\$1,584	0	\$0	0	\$0		\$0	\$0
Subtotal:		\$	22,664																	

H: Final Master Plan																				
1	Final Draft Master Plan	\$	9,600	8	\$1,280	32	\$3,040	0	\$0	0	\$0	80	\$5,280	0	\$0	0	\$0		\$0	\$0
2	Public Meeting #5	\$	3,536	6	\$960	16	\$1,520	0	\$0	0	\$0	16	\$1,056	0	\$0	0	\$0		\$0	\$0
3	Final Master Plan	\$	6,200	8	\$1,280	24	\$2,280	0	\$0	0	\$0	40	\$2,640	0	\$0	0	\$0		\$0	\$0
Subtotal:		\$	19,336																	

I: Project Management & Coordination																				
1	Project Management & Coordination	\$	14,160	60	\$9,600	48	\$4,560	0	\$0	0	\$0	0	\$0	0	\$0	0	\$0		\$0	\$0
Subtotal:		\$	14,160																	

Project Total (Fixed Fee)	\$	167,544
Reimbursable Expenses	\$	2,800
Contingency	\$	4,656
TOTAL PROJECT FUNDING	\$	175,000

CONTINGENCY BUDGET: Will be set aside until we are directed by SCC to perform extra work, and could accommodate, for example:

- ~ Two (2) additional public presentations; *or*
- ~ Two (2) additional Steering Committee meetings; *or*
- ~ Additional mapping and/or exhibits; *or*
- ~ Other tasks as directed by the State Coastal Conservancy

*ADDITIONAL MEETINGS:

Public meeting tasks highlighted with an asterisk (Tasks C.2 & G.3) reflect the additional meetings listed in the RFP.

We have included them in our proposal because they represent an increased public outreach effort that we believe will be in the best interests of the project.

Please see the Appendix for a detailed scope of work.

Exhibit 6

Certification of Consultant, Commissions & Fees

CERTIFICATION OF CONSULTANT

I HEREBY CERTIFY that I am _____ a Principal _____, and duly authorized representative of the firm of _____ RRM Design Group _____, whose address is _____ 3765 S. Higuera Street, Ste. 102, San Luis Obispo, CA 93401 _____, and that, except as hereby expressly stated, neither I nor the above firm that I represent have:

- (a) employed or retained for a commission, percentage, brokerage, contingent fee, or other consideration, any firm or person (other than a bona fide employee working solely for me or the above consultant) to solicit or secure this agreement; nor
- (b) agreed, as an express or implied condition for obtaining this contract, to employ or retain the services of any firm or person in connection with carrying out the agreement; nor
- (c) paid, or agreed to pay, to any firm, organization or person (other than a bona fide employee working solely for me or the above consultant) any fee, contribution, donation, or consideration of any kind, for or in connection with, procuring or carrying out this agreement.

I acknowledge that this Certificate is to be made available to the California Department of Transportation (Caltrans) in connection with this agreement involving participation of Federal-aid Highway funds, and is subject to applicable state and federal laws, both criminal and civil.

May 31, 2007
(Date)


Jeff Ferber, Principal

Exhibit 8

**NONLOBBYING CERTIFICATION
FOR FEDERAL-AID CONTRACTS**

The prospective participant certifies by signing and submitting this bid or proposal to the best of his or her knowledge and belief that:

- (1) No federal appropriated funds have been paid or will be paid, by or on behalf of the undersigned, to any person for influencing or attempting to influence an officer or employee of any federal agency, a Member of Congress, an officer or employee of Congress, or an employee of a Member of Congress in connection with the awarding of any federal contract, the making of any federal grant, the making of any federal loan, the entering into of any cooperative agreement, and the extension, continuation, renewal, amendment, or modification of any federal contract, grant, loan, or cooperative agreement.
- (2) If any funds other than federal appropriated funds have been paid or will be paid to any person for influencing or attempting to influence an officer or employee of any federal agency, a Member of Congress, an officer or employee of Congress, or an employee of a Member of Congress in connection with this federal contract, grant, loan, or cooperative agreement, the undersigned shall complete and submit Standard Form-LLL, "Disclosure of Lobbying Activities," in accordance with its instructions.

This certification is a material representation of fact upon which reliance was placed when this transaction was made or entered into. Submission of this certification is a prerequisite for making or entering into this transaction imposed by Section 1352, Title 31, U.S. Code. Any person who fails to file the required certification shall be subject to a civil penalty of not less than \$10,000 and not more than \$100,000 for each such failure.

The prospective participant also agrees by submitting his or her bid or proposal that he or she shall require that the language of this certification be included in all lower-tier subcontracts, which exceed \$100,000 and that all such subrecipients shall certify and disclose accordingly.



Signature of Authorized Representative

May 31, 2007

Date

Jeff Ferber, Principal

Typed Name and Title of Authorized Representative

DISCLOSURE OF LOBBYING ACTIVITIES

COMPLETE THIS FORM TO DISCLOSE LOBBYING ACTIVITIES PURSUANT TO 31 U.S.C. 1352

1. Type of Federal Action: <input type="checkbox"/> a. contract <input type="checkbox"/> b. grant <input type="checkbox"/> c. cooperative agreement <input type="checkbox"/> d. loan <input type="checkbox"/> e. loan guarantee <input type="checkbox"/> f. loan insurance	2. Status of Federal Action: <input type="checkbox"/> a. bid/offer/application <input type="checkbox"/> b. initial award <input type="checkbox"/> c. post-award	3. Report Type: <input type="checkbox"/> a. initial <input type="checkbox"/> b. material change For Material Change Only: year _____ quarter _____ date of last report _____
4. Name and Address of Reporting Entity <input type="checkbox"/> Prime <input type="checkbox"/> Subawardee Tier _____, if known Congressional District , if known	5. If Reporting Entity in No. 4 is Subawardee, Enter Name and Address of Prime: Congressional District , if known	
6. Federal Department/Agency:	7. Federal Program Name/Description: CFDA Number , if applicable _____	
8. Federal Action Number , if known:	9. Award Amount , if known:	
10. a. Name and Address of Lobby Entity (If individual, last name, first name, MI)	b. Individuals Performing Services (including address if different from No. 10a) (last name, first name, MI)	
(attach Continuation Sheet(s) if necessary)		
11. Amount of Payment (check all that apply) \$ _____ <input type="checkbox"/> actual <input type="checkbox"/> planned	13. Type of Payment (check all that apply) <input type="checkbox"/> a. retainer <input type="checkbox"/> b. one-time fee <input type="checkbox"/> c. commission <input type="checkbox"/> d. contingent fee <input type="checkbox"/> e. deferred <input type="checkbox"/> f. other, specify _____	
12. Form of Payment (check all that apply): <input type="checkbox"/> a. cash <input type="checkbox"/> b. in-kind; specify: nature _____ value _____		
14. Brief Description of Services Performed or to be performed and Date(s) of Service, including officer(s), employee(s), or member(s) contacted, for Payment Indicated in Item 11: (attach Continuation Sheet(s) if necessary)		
15. Continuation Sheet(s) attached: Yes <input type="checkbox"/> No <input type="checkbox"/>		
6. Information requested through this form is authorized by Title 31 U.S.C. Section 1352. This disclosure of lobbying reliance was placed by the tier above when his transaction was made or entered into. This disclosure is required pursuant to 31 U.S.C. 1352. This information will be reported to Congress semiannually and will be available for public inspection. Any person who fails to file the required disclosure shall be subject to a civil penalty of not less than \$10,000 and not more than \$100,000 for each such failure.		
Signature: _____ Print Name: _____ Title: _____ Telephone No.: _____ Date: _____		Authorized for Local Reproduction Standard Form - LLL

Federal Use Only:

INSTRUCTIONS FOR COMPLETION OF SF-LLL, DISCLOSURE OF LOBBYING ACTIVITIES

This disclosure form shall be completed by the reporting entity, whether subawardee or prime federal recipient at the initiation or receipt of covered federal action or a material change to previous filing pursuant to title 31 U.S.C. Section 1352. The filing of a form is required for such payment or agreement to make payment to lobbying entity for influencing or attempting to influence an officer or employee of any agency, a Member of Congress an officer or employee of Congress or an employee of a Member of Congress in connection with a covered federal action. Attach a continuation sheet for additional information if the space on the form is inadequate. Complete all items that apply for both the initial filing and material change report. Refer to the implementing guidance published by the Office of Management and Budget for additional information.

1. Identify the type of covered federal action for which lobbying activity is and/or has been secured to influence, the outcome of a covered federal action.
2. Identify the status of the covered federal action.
3. Identify the appropriate classification of this report. If this is a follow-up report caused by a material change to the information previously reported, enter the year and quarter in which the change occurred. Enter the date of the last, previously submitted report by this reporting entity for this covered federal action.
4. Enter the full name, address, city, state and zip code of the reporting entity. Include Congressional District if known. Check the appropriate classification of the reporting entity that designates if it is or expects to be a prime or subaward recipient. Identify the tier of the subawardee, e.g., the first subawardee of the prime is the first tier. Subawards include but are not limited to subcontracts, subgrants and contract awards under grants.
5. If the organization filing the report in Item 4. checks "Subawardee" then enter the full name, address, city, State and zip code of the prime federal recipient. Include Congressional District, if known.
6. Enter the name of the federal agency making the award or loan commitment. Include at least one organization level below agency name, if known. For example, Department of Transportation, United States Coast Guard.
7. Enter the federal program name or description for the covered federal action (item 1). If known, enter the full Catalog of Federal Domestic Assistance (CFDA) number for grants, cooperative agreements, loans and loan commitments.
8. Enter the most appropriate federal identifying number available for the federal action identification in item 1 (e.g., Request for Proposal (RFP) number, Invitation for Bid (IFB) number, grant announcement number, the contract grant. or loan award number, the application/proposal control number assigned by the federal agency). Include prefixes, e.g., "RFP-DE-90-001."
9. For a covered federal action where there has been an award or loan commitment by the Federal agency, enter the federal amount of the award/loan commitments for the prime entity identified in item 4 or 5.
10. (a) Enter the full name, address, city, state and zip code of the lobbying entity engaged by the reporting entity identified in Item 4. to influenced the covered federal action.
(b) Enter the full names of the individual(s) performing services and include full address if different from 10 (a). Enter Last Name, First Name and Middle Initial (MI).
11. Enter the amount of compensation paid or reasonably expected to be paid by the reporting entity (Item 4) to the lobbying entity (Item 10). Indicate whether the payment has been made (actual) or will be made (planned). Check all boxes that apply. If this is a material change report, enter the cumulative amount of payment made or planned to be made.
12. Check the appropriate box(es). Check all boxes that apply. If payment is made through an in-kind contribution, specify the nature and value of the in-kind payment.
13. Check the appropriate box(es). Check all boxes that apply. If other, specify nature.
14. Provide a specific and detailed description of the services that the lobbyist has performed or will be expected to perform and the date(s) of any services rendered. Include all preparatory and related activity not just time spent in actual contact with federal officials. Identify the federal officer(s) or employee(s) contacted or the officer(s) employee(s) or Member(s) of Congress that were contacted.
15. Check whether or not a continuation sheet(s) is attached.
16. The certifying official shall sign and date the form, print his/her name title and telephone number.

Public reporting burden for this collection of information is estimated to average 30-minutes per response, including time for reviewing instruction, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information. Send comments regarding the burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden, to the Office of Management and Budget, Paperwork Reduction Project (0348-0046), Washington, D.C. 20503.